



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-02-2012 PAGE: 1 of 2

CAMPAIGN GROUP - 304
ATTN: LISA CABANEL
1600 LOCUST STREET
PHILADELPHIA PA 19103

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403917	10-26-2012	11-01-2012	1	MARKELL FOR DELAWARE	MARKELL FOR GOV-DE	POLITICALS	WPVI - PHILADELPHIA

Agency Est# 10.30-11.5.12			SAR #	Sales Office PHILADELPHIA	Account Executive D. OHLEY	Start Date 10-30-2012	End Date 11-05-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title		
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
1	10-30-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)	9	30		X	X	X	X			1	2,200	1	2,200.00	
2	10-30-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)	7	30		X	X	X	X			1	4,000	1	4,000.00	
3	10-30-2012	11-04-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)	7	30		X	X	X	X		X	1	4,200	1	4,200.00	
4	10-30-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30		X	X	X	X			1	1,500	1	1,500.00	
5	11-05-2012	11-05-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30	1							1	1,500	1	1,500.00	
6	10-30-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE 1135P LTC 1/7/13 (6970)	8	30		X	X	X	X			1	1,500	1	1,500.00	
7	10-30-2012	11-02-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	8	30		X	X	X	X			1	1,300	1	1,300.00	
8	11-05-2012	11-05-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)	8	30	1							1	1,300	1	1,300.00	
9	10-30-2012	11-02-2012	12:02AM - 01:06AM	LF JIMMY 1202AM MO-FR LTC 1/7/13 (6971)	8	30		X	X	X	X			1	700	1	700.00	
10	11-05-2012	11-05-2012	08:00PM - 10:00PM	PRIME MO8 (7008)	9	30	1							1	10,000	1	10,000.00	
11	11-04-2012	11-04-2012	09:00PM - 10:00PM	PRIME SU9 (7050)	9	30							1	1	5,000	0	0.00	
12	11-04-2012	11-04-2012	11:30PM - 12:00AM	LATE NEWS ACTION NEWS AT 1130P SA-SU (699	8	30							1	1	2,800	1	2,800.00	
13	11-03-2012	11-04-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)	9	30						X	X	1	1,200	1	1,200.00	
14	11-02-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30					1			1	1,000	1	1,000.00	

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 403917	Contract Dt 10-26-2012	Revision Dt 11-01-2012	Rev# 1	Advertiser MARKELL FOR DELAWARE	Brand MARKELL FOR GOV-DE	Product Code POLITICALS	Station/Market WPVI - PHILADELPHIA													
Agency Est# 10.30-11.5.12		SAR #		Sales Office PHILADELPHIA	Account Executive D. OHLEY	Start Date 10-30-2012	End Date 11-05-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
																	Contracted Gross Total:		13	33,200.00
																	Actual Gross Total:		13	33,200.00
																	Agency Commission:			4,980.00
																	Net Total:			28,220.00
Month/YR		Preempted		Made Good		Contract Total		Adjustments							Actual Total					
Nov 12		0.00		0.00		33,200.00		0.00							33,200.00					
TOTAL		0.00		0.00		33,200.00		0.00							33,200.00					

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